"Test Pilot" Gets Fine $20,000, Fourth Week, Capitol, N. Y.

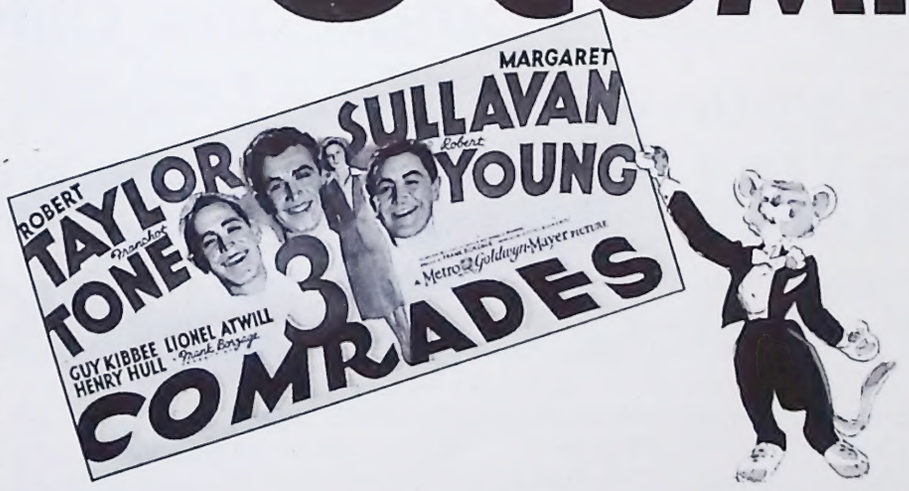
CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Editor and Publisher

Vol. 30, No. 4 | TORONTO 2, CANADA | May 14th, 1938

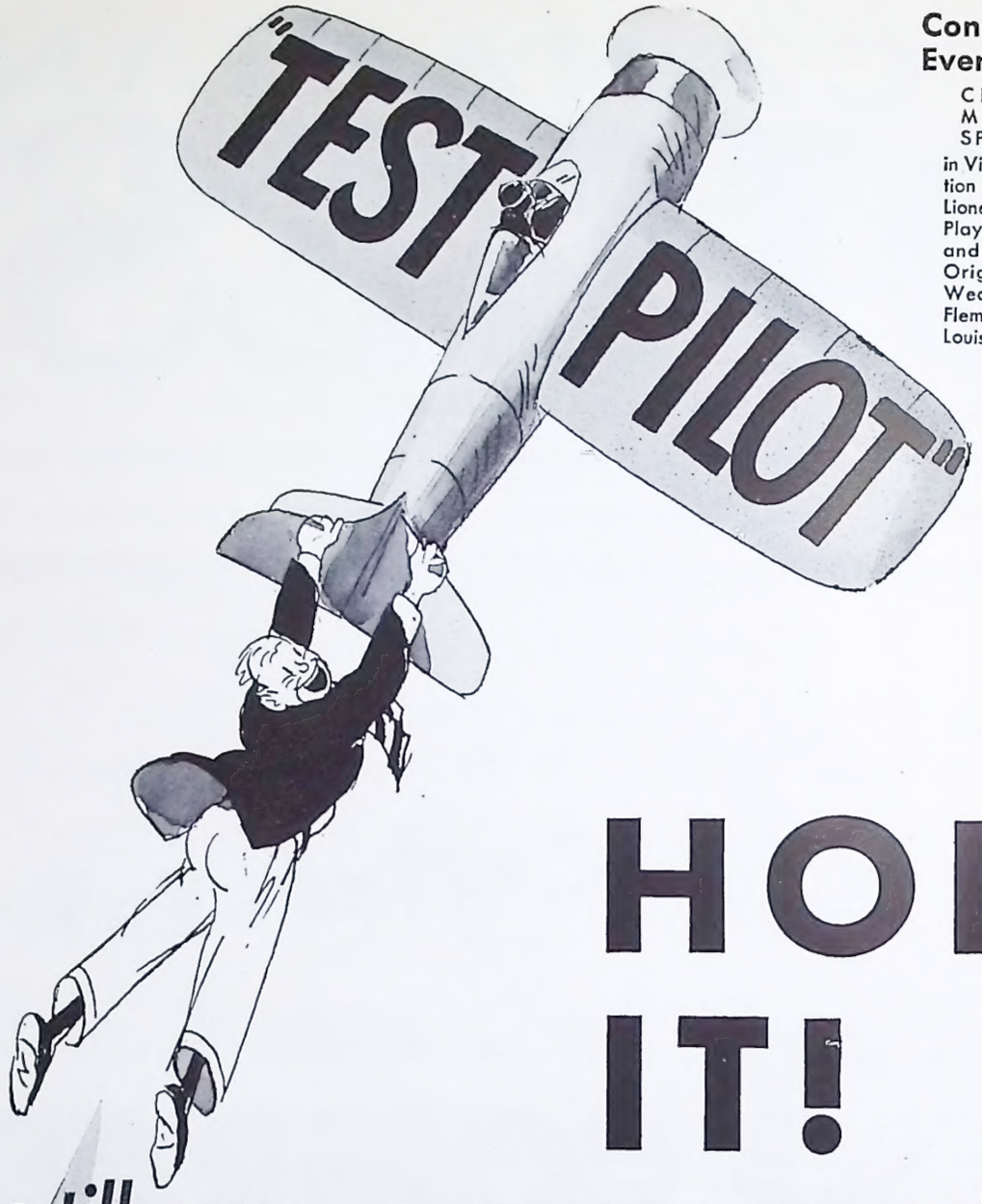
3 C-H-E-E-R-S!

"3 COMRADES"



"It's my next Big Smash Hit to follow 'Test Pilot'!"

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2



Congratulations Everybody!

CLARK GABLE
MYRNA LOY
SPENCER TRACY

in Victor Fleming's Production of "TEST PILOT" with Lionel Barrymore • Screen Play by Vincent Lawrence and Waldemar Young Original Story by Frank Wead • Directed by Victor Fleming • Produced by Louis D. Lighton.

4th WEEK
Capitol, N.Y.

HOLD IT!

Don't let go till every man, woman and child has come to your show shop!

EXTENDED RUN SENSATION!

"TEST PILOT" HOLD-OVERS CLICK!

New York, N. Y.	*Capitol*	4th week	*(Day & Date in Boston and Los Angeles)*			Richmond, Va.	*Loew's*	Two weeks
Indianapolis, Ind.	*Palace*	Two weeks	Boston, Mass.	*State*	Two weeks	Portland, Ore.	*United Artists*	2nd week
Kansas City, Mo.	*Midland*	Two weeks	Boston, Mass.	*Orpheum*	Two weeks	Seattle, Wash.	*Paramount*	2nd week
Louisville, Ky.	*Loew's*	Two weeks	Los Angeles, Cal.	*State*	Two weeks	San Francisco, Cal.	*Warfield*	2nd week
St. Louis, Mo.	*Loew's*	Two weeks	Los Angeles, Cal.	*Chinese*	Two weeks	Cincinnati, Ohio	*Albee*	Two weeks
Atlanta, Ga.	*Grand*	Two weeks	Wilmington, Del.	*Loew's*	Two weeks	Detroit, Mich.	*United Artists*	Two weeks
Houston, Texas	*State*	Two weeks	Reading, Pa.	*Colonial*	Two weeks	Buffalo, N. Y.	*Great Lakes*	Two weeks
Nashville, Tenn.	*Vendome*	Two weeks	Chicago, Ill.	*United Artists*	Two weeks	Worcester, Mass.	*Poli*	Two weeks
New Orleans, La.	*State*	Two weeks	Baltimore, Md.	*Century*	Two weeks	Dallas, Texas	*Palace to Tower*	Two weeks
Columbus, Ohio	*Ohio*	Two weeks	Harrisburg, Pa.	*Regent*	Two weeks	Hartford, Conn.	*Poli*	Two weeks
Syracuse, N. Y.	*State*	Two weeks	Rochester, N. Y.	*Loew's*	Two weeks	Galveston, Texas	*Martini*	Extended
Providence, R. I.	*Loew's*	Two weeks	Dayton, Ohio	*Loew's*	Two weeks	Miami Beach, Fla.	*Sheridan*	Extended

"The Sky's the Limit!"

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RAY LEWIS
Editor and Publisher

THE LITTLE PAPER WITH THE BIG IDEAS
Easy to Digest"

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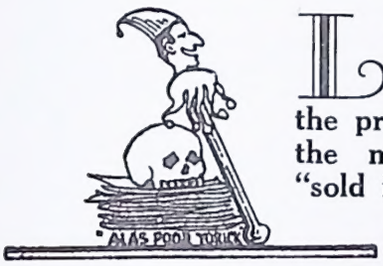
SHE LIKED US DUMB



LILLIAN GISH, starry-star of the silent screen tells the press at Chicago, that the movie Industry has "sold its soul for a mechanical voice. With the advent of the talkies, all imagination, all originality went out of motion pictures".

We cannot argue that Lillian Gish has not a right to express an opinion, she is a veteran of motion pictures, one of its first stars and one of its best. It is too bad, however, that it is necessary "to knock the movies to get free space and much space in the press". Miss Gish is starring in "Star Wagon".

Your Editor saw her with John Gielgud at Toronto, in "Hamlet". She was only fair as Ophelia until she came to the Mad Scene which was original in its interpretation and excellent.

"The movie industry," said she, "is a great wheel which turns forever in its own tracks and no longer goes anywhere. For myself I am looking forward to the time when Television will replace the talkies, and the vast movie palaces will be turned into concert auditoriums."

Looking at Television from 'behind the scenes', it impressed us as a combination of Radio and Screen mechanization, a widening of the bridge between the Stage and the Screen, for Television certainly depends more upon the Screen than it does upon the Stage for its presentation. Miss Gish's gloomy presentation of motion pictures had a silvery lining to its cloud, the ray of hope being Walt Disney.

"One man's brain created the lovely fantasies of Walt Disney, just as one man's mind created 'Birth of a Nation'. But even so gifted an artist as Disney had to struggle to get a hearing with producers and exhibitors. The movie industry never learns anything."

Now Lillian, you become contradictory for "The Birth of a Nation" was something new and big which the movie industry learned, and Walt Disney's "Snow White" taught the movie industry how to make a fairy tale, Box-Office; and unlike opera, drama, music, sculpture, painting, poetry, which has permitted its creators to starve, Motion Pictures has learned the greatest of all lessons, to pay handsomely those who create its profits.

HOW ABOUT SCREENINGS?

SEVERAL exhibitors interviewed by The Digest feel very strongly on the subject of Screenings of pictures. It is the British Trade Show idea, but not a conscripted but voluntary Service.

The Digest invites exhibitors to write us on this question. Would you like to view Screenings of the pictures you wish to book for your theatres? Would you like these Screenings to take place after your theatre closes, and on certain nights each week? Give us your ideas on the subject. Of what benefit would such Screenings be to you?

The Digest Editor has attended many Trade Shows at London, England, where such Screenings are nightly presented, but has found on many an occasion that the Screening has had very few exhibitors in its audience, the theatre being filled with the office staff, their friends, studio employees, their friends and friends of the cast. These Screenings are attended by invitation only, the Exchange sending out the invitations.

At one time the lack of exhibitor attendance was so evident that the Exchanges considered the advisability of securing a very small theatre for such screenings.

However, a good dozen of exhibitors we talked to were keen on the idea. It may be worth considering for Canada.

RAY PRESENTS

RAY LEWIS

HAVING lived through the Battle of the Film Quota, the British Film Industry puts on its gas mask and shouts "phooey on picture grading".

In case our British readers are not familiar with the indelicate but expressive word "phooey", we hasten to explain that it is at times used by mothers to impress upon their children that they must not pick up something from the floor and put it into their mouths; "Phooey", remonstrates Mamma, meaning 'it isn't nice'.

Some exhibitors use this word in relationship to certain pictures intended to imply that these pictures "smell bad".

The word contracts the tiny membranes of smelling in the nose, closing these drums of smell to smell.

An expert 'phooier' protrudes his upper lip when sounding the word!

Now that we understand what we are talking about, let us proceed.

WE are on the topic of 'picture grading' — the exhibitors of Great Britain have convinced themselves that the picture grading policy is a camouflage to increase rentals by the grading of "B" Class pictures into an "A" classification!

Perhaps I am not clever enough to smell out the plot, but, whatever is the purpose of 'grading', whether it is for the purpose of shortening the length of programmes, by provisions which do not permit exhibitors to double-bill Grade "A" pictures, or whether it is for the purpose of increasing percentage terms for Grade "A" films, and demanding flat rentals for the "B" films, which will not yield sufficient returns on a percentage basis, be it resolved by The Digest and by me its Editor and Publisher that the policy of grading pictures into an "A" and "B" Classification is not a good policy.

OUR Industry has had a sufficient number of box-office surprises from pictures to decide that the only persons who grade a picture for the benefit or loss of producer-distributors, and exhibitors are Mr. and Mrs. Public.

Producers know that oftimes their million dollar supers have been graded "B" by the public regardless of a grade "A" capital investment in their production.

Producers know that many pictures which they have graded as "B", have been graded Class "A" Entertainment by the public; and that it is these surprises which saved the day for certain companies.

Every company in our Industry has at one time or other had the profitable pleasure of just such an experience.

If grading of pictures was Good Business, I feel that such a policy should be dropped when there is so much opposition to it within the Industry!

I think that it is a mistake for the British Exhibitors to go to the public with their protest.

The fact that such a public appeal is necessary, argues in favour of an Arbitration or Conciliation Board, before which policies governing the Industry should be decided.

THIS lack of being able to get together by the Renters and Exhibitors of Great Britain is certainly an argument in favour of the Film Council!

If this breach continues between Renters and Exhibitors, it will eventually mean government control of Trade practices.

It is a sign of greatness to admit an error. I would like to see the Renters of Great Britain acknowledge that the policy of grading has been ill-advised, especially since 4,500 of their customers object to it.

I would also like to see an evidence of a more friendly spirit on the part of the C.E.A. toward the Renters, who furnish the product on which their theatre investment is solely dependent.

I would like to see less public ballyhoo of exhibitors' grievances or protests; there are other ways of convincing the Renters that their policies are objectionable.

Our mail from London brought us a bulky package of daily newspapers all of which carried headlines of the Grading Battle.

THE best way to settle a fight is for both fighters to admit that each of them might have made a mistake.

One cannot be right every time and all the time, and the other fellow wrong all the time and every time.

Incidentally, grading pictures into an "A" or "B" classification is an insult to the director, the star and the players of a company, God forbid that we should remember the author and technicians.

It is the antithesis of the principle of Justice, for it condemns without a public hearing; and

(*Continued on Page* 12)

Foreign Air Policies Of CBC Up To Governors, States Chairman

and Congratulations

to

HASKELL MASTERS *($1,000 prize)*
Manager of leading district in United States and Canada.

SAM GLAZER, *Toronto, ($1,000 prize)*
Leading branch manager of Eastern Division, United States and Canada.

HARRY KOHEN, *Toronto, (Two weeks' salary prize)*
Leading booker in his district.

EVERY EMPLOYEE OF THE TORONTO EXCHANGE
(One weeks' salary prize)
For having exceeded their Played and Earned Quota for the Drive period.

GEORGE J. SCHAEFER

British Film Digest

By WARD SHAFTESBURY

SOMETIMES one feels that the British Film Trade press could quite usefully visit a Harley Street Psychiatrist. Talk about mannic depressives! One week the headlines read THE TRADE IS DOOMED, seven days later BRITISH FILM BOOM BEGINS streams across the page. Actually there is as little reason for the first as there is for the second. Production in the studios is still very quiet — however the producing companies have, of late, and of necessity, been announcing their coming schedules. No one thought for a moment that the British units would cease filming completely — yet the trade press is heralding the new schedules as if Production has arisen from its grave. In point of fact, I doubt that there are ten British films on the sets at present — nevertheless announced programmes indicate that ten times that number will be on the stages in the next few months — nothing wonderful about that.

Associated British are of course the biggest producers —the company is now working on a program of twenty-five pictures to be produced at Elstree. The Pommer-Laughton combination have two major productions scheduled, Gainsborough and Gaumont-British intend twelve as do Warner's-First National at Teddington. First ranking pictures will probably number half-a-dozen from Korda's group this year and the two big Americans, M-G-M-British and 20th Century-Fox may do a dozen films between them.

Naturally the new Films Bill has aided in the studio optisism — a 20 per cent renter's quota for the coming year should insure a market for most of the product turned out — nevertheless I cannot see that expectations for "the greatest boom in British film history" are justified. Actually the personnel of the Industry has not changed to such an extent that the mistakes and costly blunders of the past two years are necessarily impossible of repetition, and I have not heard that money is so much easier to get in the City now that the Films Bill is definitely settled.

Certainly, this very matter of "Grading" which is tearing the Trade asunder at the present time is not calculated to instill a feeling of optimistic rejoicing.

SHORT SHOTS

"BLUEBEARD'S Eighth Wife", the Cooper-Colbert comedy cyclone which opened last week at the Plaza is certainly salting away the shillings — a record one-day take of £1,400 for the 2000 seater bears golden witness to this Lubitch success . . . Meanwhile, Sam Goldwyn's "Hurricane" is sweeping across the Continent —records are breaking all the way from Copenhagen to Athens . . . The latest from Victor Schertzinger has it that Michael Bartlett may star with the D'Oyly Carte singers in "The Mikado" — no feminine film star is to be engaged . . . King Vidor arrived in London this week to direct Cronin's "The Citadel" for M-G-M-British . . . Mayflower Pictures is facing 26 summonses for employing five East End children in "Vessel of Wrath" . . . Latest U.A. report states that Murray Silverstone has been made chairman of a new executive committee formed to direct United Artists' policy . . . RKO Radio will handle world distribution of "Sixty Glorious Years", the new Neagle-Walbrook sequel to Wilcox's "Victoria the Great" — World premiere will be at the coming Empire Exhibition in Glasgow . . . News reel units will cover the Cup Final this week-end for the first time in several years — the ban has been lifted and all the companies are pooling their resources with a view to making as complete a film as possible . . . Bob Taylor's "A Yank At Oxford", M-G-M's first British effort, has been held over for a fifth week at the Empire thus sharing record honours with the original "Broadway Melody", "Trader Horn" and "Mutiny on the Bounty" . . . A recent re-valuation of the assets of Union Cinemas revealed a £3,000,000 loss according to the latest directors' report — trading profit has improved however under the new Associated British management . . . The new Budget, while disappointing to the British Film Industry in that it made no concession to the entertainment tax, included a proposal which is aimed at encouraging dubbing in Britain for foreign markets — 1937-38 receipts from the entertainment tax totalled nearly eight million pounds!

NEWS FROM THE STUDIOS

MR. GABRIEL PASCAL who is now engaged in the production of "Pygmalion" has announced a million dollar Nelson film with Leslie Howard in the title role— the picture will mark the beginning of a producing partnership between Pascal and Howard . . . Raymond Massey, noted Canadian actor, plays the central character in A.B.P's new thriller, "Black Limelight" which started shooting last week at Elstree . . . Comic Tom Walls inaugurated a new co-operative company last Monday when T.W. Productions started shooting "Old Iron" at Sound City — Ben Travers and Alec Saville are associated with Walls in this venture . . . Herbert Wilcox has dropped the Anna Neagle subject based on the romance of Lady Hamilton and Lord Nelson — he has replaced it with a Technicolor feature — "Marie Lloyd—Queen of the Halls" — the story will cover the thirty years between the gay nineties and the death of Marie Lloyd, bringing to the screen, Sarah Bernhardt, Willie Clarkson, Flo Ziegfeld and others . . . Edmund Gwen has been visiting Liverpool to study life on a tug-boat for his starring role of a tug captain in Basil Dean's Liverpool film, "Penny Paradise" — a unit is now at the docks shooting backgrounds . . . Arthur Howard is stand-in for his better-known brother Leslie in Bernard Shaw's "Pygmalion" — his real job is stage-managing . . . 3,000 extras have been used in the Pommer-Laughton production "St. Martin's Lane" — fifty name players have also taken part . . . "Lassie From Lancashire", directed by John Paddy Carstairs, went on the boards last week with Albert Burdon and Marjorie Brown heading the cast — the story tells the adventures of a Lancashire girl on holiday at Douglas, Isle of Man . . . Wilfred Lawson will star in the new Pascal Production of "The Last Laugh" which will soon start shooting at Pinewood — Lawson will play the part of the old door-porter made famous years ago by Emil Jannings . . . Emlyn Williams' "Murder in Suburbia" starring the author-actor will go on the stage at Welwyn in a week or two — British National will film this original murder drama.

Merle Oberon Returns To Hollywood From London

Manitoba Regulates Itinerant Motion Picture Shows

THE province of Manitoba has introduced a ruling prohibiting the use of 35 mm. films by itinerant shows. This not only safeguards public life, by the prevention of film fires, but, is also beneficial to the established picture theatre, the owners of which pay taxes and help to support their particular communities.

The new ruling states that there shall be no exhibition of 35 mm. film in theatres, or halls which are not properly equipped with projection booths.

British Columbia has legislation which states that no Itinerant picture show may exhibit within ten miles of a permanent picture theatre; free shows are exempt from this ruling. Other provinces are following in line with this legislation.

198 halls which presented Itinerant shows have installed projection booths, in accordance with the Film Regulation, within the past three years. There was a total of 300 Itinerant spots in Canada mostly in the Western provinces. This number has now been greatly reduced, and there are now less than fifty spots where Itinerants are showing and not more than 5 of such travelling picture shows in Canada. There are no Itinerant spots in Ontario, this province having quickly installed sound equipment for regular showings. Quebec still has a few spots available for Itinerant shows.

The marketing of the projection booth with sound equipment available for approximately $400, and which is marketed in Canada through several firms, lessens the demand for 35 mm. film by Itinerants, for the cheaper and smaller machines can handle with perfect safety the 16 mm. non-inflammable film, of which there is a certain supply available.

Many commercial and industrial enterprises produce their own films which are utilized to present the development of their enterprises. For instance, Shell Oil, General Motors, International Harvesters, etc., etc., have their own producing studios, and utilize the 16 mm. non-inflammable films for exhibition on the small sound equipment available.

Getting sound equipment for $400 has solved the problem for the little show places, which could not previously get sound equipment under $1,500. This high price sound equipment was the Itinerant's harvest, for with a machine in his car, he could cover six show spots in a week.

There is no fire hazard in a motion picture theatre which is properly equipped, but one bad spot may mean a loss of millions of dollars to the motion picture industry, as we have experienced through the introduction of legislation following a theatre fire. The Itinerant has nothing to lose, his investment is in his car; and he is generally tax-free.

Arthur Laremee, K.C., New Quebec Chairman

Quebec has increased its Censor Board to five. Eugene Chartier is a new member and Mr. Arthur Laremee, K.C.—the newly appointed Chairman, replacing Mr. Eugene Beaulac, the latter who remains on the Board.

Tax Expert Visits Toronto

A. St. John Michel, Tax expert, formerly with 20th Century-Fox, New York, and now associated with the M.P.P.A. was in Toronto, en-route to the Tax Department at Ottawa, where he will confer with officials there.

Performing Rights Bill Again Under Discussion

The Canadian Performing Rights Society Bill was again before the Senate. It is not likely that there will be any changes in the Bill as it stands at present, for this session. The discussion before the House covers an appeal for the exemption of small merchants and restaurants, from the payment of license fees, since the use of music over their radios is simply incidental and a free service to customers.

Maritime Film Digest

By ALICE T. FAIRWEATHER

HUBBARDS, N.S.

K. R. CORKUM is opening a theatre at Hubbards, the name of which is as yet undecided upon. It will have a seating capacity of 125 and will operate for five months at four days a week, twice a week for the balance of the year. Hubbards has a population of 400 normally but in the summer months this figure is largely added to by the tourists and visitors who arrive at this lovely Nova Scotia resort for the bathing and seaside joys.

"Rose Marie", showing for three days instead of the usual two at the Empire Theatre, Saint John, put out the S.R.O. sign proving that this story can hold its own, even when it has been shown in practically all the other theatres in the city.

HARTLAND, N.B.

THE Neighbourhood Theatre at Hartland, N.B., has been taken over by Messrs. J. Lieberman and M. Bernstein who are adding this to their chain of theatres. The Neighbourhood Theatre has been operated for a number of years by W. P. Tedlie. Messrs. Lieberman and Bernstein now operate the Capitol at Edmundston, N.B., the Capitol at McAdam, N.B., the Capitol at Antigonish, N.S., and the Capitol at Chatham, N.B.

It is whispered, in fact almost spoken aloud that interest in the new theatre in Halifax is largely held by Saint John men who already operate a very successful theatre in that city.

AMHERST, N.S.

THE Gem Theatre, so I am informed by A. A. Fielding of the F. G. Spencer Company Limited, will be open occasionally throughout the summer months, but it is not planned to run pictures here regularly; only on Fridays and Saturdays or on special occasions.

Canadian Theatre Summary

Distribution Centre	No. of Theatres	Seating Capacity	No. of Towns with Theatres	Open 1 & 2 Days	Open 3 & 4 Days	Open 6 & 7 Days	Open Summer Only	Theatres Closed	Theatres Open
Toronto, Ont.	357	245,272	166	3	28	326	0	1	356
Vancouver, B.C.	103	61,517	56	22	4	77	1	3	100
Winnipeg, Man.	228	88,023	162	107	28	93	23	22	206
Montreal, Que.	198	126,442	101	26	25	147	4	5	193
Calgary, Alta.	215	59,829	192	136	22	57	14	12	203
Saint John, N.B.	123	63,999	86	24	13	86	6	1	122
TOTALS	1,224	645,082	763	318	120	786	48	44	1,180

"Storm In A Teacup" Breaks All Records, Eglinton, Toronto, 1st Picture To Go 2 Weeks And 3rd Week Probable

Digest Reviews and Previews

PERSONAL MUSINGS

(*Continued from Page 7*)

CONGRATULATIONS to Deacon Main of Hanson Theatre Corp., who has just become the proud "poppa" of a baby son. Mother and son doing well.

The story is going around London, so we are told, that the reason Anthony Eden, former Foreign Secretary, turned down that million dollar offer from a Hollywood company, was that they wanted to call his first picture "The Garden of Eden". Said Hon. Anthony: "It's Adam fool idea, Eve-n if I were a movie star".

Charley Mavety is packing them in at his dude ranch this year. If you want to be sure of a horse, you'll have to make a reservation.

F. H. Kershaw, Western District Manager for F.P.C.C., off to Hollywood.

Jack Miles, Western Theatres, back in Winnipeg after a trip to Toronto.

Harland Rankin of the Plaza, Tilbury, is contemplating raising the admission price at the Plaza. The stork visited Rankin's home in Chatham on Mother's Day, leaving behind him, believe it or not ELEVEN babies. They were baby Springer Spaniels, however, so Mr. Dionne's record is safe for awhile. But Harland says that admission price boost will have to go through, unless he can think of some other way of offsetting the extra cost of feeding the new arrivals.

Bill Smith of Empire-Universal visited many of the theatres in Western Ontario last week.

F. P. Hannan, who has just re-purchased the Royal, Windsor, Ont., was in Toronto this week arranging bookings.

Henry Morton, Garrick Theatre, Winnipeg, on a visit to Saskatoon.

A. E. Mellon, Elite, Portage La Prairie, paid a visit to Winnipeg.

N. Trebish, Capitol, Meaford, Ont. in Toronto.

Alex Chouinard of the Princess Theatre, Quebec, was a recent visitor to Montreal. He was accompanied by Mrs. Chouinard.

Ralph Callendine, Plaza, Victoria, B.C., across the bay to Vancouver.

E. Harris, sound engineer for F.P.C.C. from Toronto to Winnipeg.

Chris Georgas, Savoy, Owen Sound, a Queen City visitor.

D. Straw, Capitol, Calgary, has boosted his admission price five cents. The Capitol was recently renovated.

Sam Russ, Gaiety, Collingwood, in Toronto this week.

I didn't know it was still possible, but some of the girls of the staff of RKO Toronto office, were actually blushing, after the screening of "Vivacious Lady". And "I VAS DERE, SHARLIE".

Ray Palmer, Warner Bros. home office auditor, in Toronto.

If you want to get Mickey Isman, Warner's, Montreal, mad, ask him about those fish he caught after hours of hard work, only to have them confiscated by the game warden.

"Ray F."

George Schaefer Praises Canadian Exhibitors

Co-operation in Canada from Independents Wins Sales Drive

COMMENTING today on the outstanding business achieved by the Canadian District which won the First Prize in the recent United Artists Better Business Drive in the United States and Canada, George J. Schaefer, vice-president and general manager of the company, paid a special tribute to the co-operation, initiative and showmanship of the Independent Exhibitor of Canada. Schaefer stated that special thanks were due to these independent exhibitors because their whole-hearted co-operation contributed in large measure to the extraordinary showing made by this district in the Drive.

He also expressed personal thanks to Haskell Masters, who won the $1,000 prize for the Manager of the leading district in the United States and Canada; to Sam Glazer, who captured the $1,000 prize for leading branch manager of Eastern Division in the United States and Canada; to Harry Kohen of Toronto as leading booker in his district; and to every employee of the Toronto Exchange who was awarded one week's salary for having exceeded his played and earned quota for the Drive period.

SAINT JOHN, N.B.

THE Board of Censors at Saint John, New Brunswick, which serves the Maritime province, are very proud of the improvements which have been made in their equipment and also in the projection-room. New parts have been added to the machines giving much improved sound. The equipment now handles frequencies which would be inaudible to the human ear. Frank Owens, the genial Chairman of the Board showed your correspondent with pride the improvement in the Censorship room which has been house cleaned to the "nth" degree, and has a new rug and other additions. George Enos, the operator talked to me learnedly about amplifiers, cycles, cones for low frequencies and a "tweeter horn".

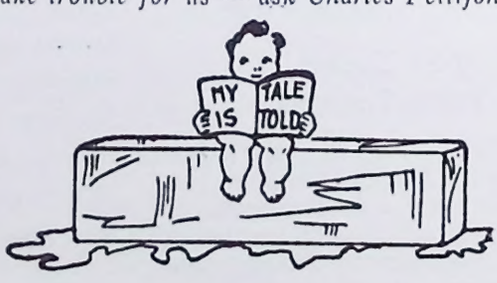
—Alice T. Fairweather.

Ray Presents

(*Continued from Page 4*)

it is no bouquet for a Trademark. It is an admission that the product offered is not First Class, which reminds me of that period of our film history, when the producers drew up a long list of objectionable features — longer and more sinful that the "Thou shalt nots" of the Ten Commandments, and which they promised they would not introduce into their productions.

The list gave Canon Chase sufficient material to start his campaign of 'purging' and did he make trouble for us — ask Charles Pettijohn!



RKO Radio To Release Three Disney Feature Cartoons. Production Costs To Total $3,600,000

By MERRYL LEA

MR. B. E. NORRISH, Managing Director of Associated Screen News Limited, was in Toronto this week. In reference to the British Quota Act, Mr. Norrish told the Digest:

"I have noted with great interest the campaign which the Digest has been carrying on for the inclusion of Canadian product under the same preference as those allotted to pictures made in the United Kingdom. I feel that quota regulations should be extended to the whole Empire as in the previous legislation."

In response to the Digest's enquiry as to the effect, if any, of the New British Quota Act on Associated product, Mr. Norrish replied:

"The new act does not, of course, affect our product as shorts have never been considered as quota pictures. I am glad to say that our Canadian Cameos receive very good distribution in the British Isles."

* * *

METRO - Goldwyn - Mayer's "Camille" selected as the best picture of the year by 550 theatres polled by the La Cinematographie Francaise, French trade paper.

* * *

WITH play-dates on "The Adventures of Tom Sawyer", announced as 760 — it looks as if every Independent Exhibitor has booked this United Artists hit. Maybe it's "The Rising Tide" of Independent Exhibitor's approval of United Artists' Independent stand in Canada.

* * *

MONOGRAM Pictures announce 28 features and 16 westerns for 1938-39 program. Product list for new season: "Streets of New York" and "That Old Gang of Mine" starring Jackie Cooper; "Quincy Adams Sawyer" by Charles Felton Pidgin; "Mr. Wong — Detective", "Mr. Wong at Headquarters", "Mr. Wong in Chinatown", "The Mystery of Mr. Wong", Hugh Wiley's Collier's Magazine stories, to star Boris Karloff; "Under Northern Lights", "Lost Legion" story of the Sahara, both starring Movita and John Carroll; "Isle of Terror" by Alan Vaughan Elston; "Freckles Comes Home" by Jean Stratton Porter; "The Dollar Chasers" by Earl Derr Biggers, story of the high seas; "Sweetheart of the Campus" Leona Dalrymple's Woman's Home Companion story of college life; "Girl From Rio", a musical picture; "Murder in the Big House" Reverend Patrick O'Neil's prison story; "The Circus Comes to Town" by Llewellyn Hughes; "Criminal Investigator" by George Bronson Howard, G-Men story; "Star Reporter" by Augusta Evans Wilson; "Gang Bullets" by Harrison Jacobs; "Girl From Nowhere" by Arthur Fitz - Richard; "Tempest and Sunshine", Mary J. Holmes; "The Coward"; "Barefoot Boy"; "Wanted By The Police"; "Boys' Reformatory". Eight Tex Ritter Westerns, with songs, produced by Ed Finney. Eight "Battling Buckaroo" Westerns, "The Lone Star Series" with Jack Randall and his Montana Cowboys.

Monogram Pictures are distributed in Canada through Empire-Universal.

Stop! Look! Listen!

Wolfe Cohen, Warner Bros. Canadian District Manager, winner of $3,000 prize Warner Sales Drive. Mickey Isman of Montreal, is the winner of $1,000 prize, for leading as branch manager. Gordon Simmons, Winnipeg, is winner of $665 for 2nd place as branch manager. Harry Paynter, Toronto, gets $335, as 3rd prize, for third place branch manager winner. Congratulations!

Ernest Fredman, publisher of The Daily Film Renter, and who is the editor of "The Tatler" page has now recovered from a serious operation which made him an invalid for about nine weeks. Mr. Fredman has been almost overcome by the friendly interest and kindliness of his many friends in The Industry, but is this kindliness not the true nature of SHOW FOLK?

Kenneth A. Bishop was in Toronto this week, en route to New York, and then goes to the Coast. Mr. Bishop is a victim of the British Film Quota Bill which excludes the productions of the Dominions from Renters' Quota in Great Britain.

He claims that his company, Central Films, has spent approximatelyy $750,000 in wages, etc., in picture production at Victoria, B.C., and that his company is responsible for taking 60 people off relief during the past two years. He further claims that his pictures were all distributed in Great Britain, in the United States, and that they were distributed in Canada! They are not Quota films in the sense of "quickies", they are good pictures!

Mr. Bishop hopes that the Film Council will change the Act to include productions made throughout the British Empire!

The Trade in Toronto which saw a private screening of RKO's Ginger Rogers picture, "Vivacious Lady" are all cheering it. "One grand laugh from start to finish," said Herbert Allen.

Louis B. Mayer, Supervisor of productions for M-G-M, has suggested a story for Robert Taylor based on the friendly rivalry which exists between the American and Canadian Hockey Teams. Ice pictures have so far received a WARM reception. Canadian hockey - playing is world-famous, and some of our Canadian hockey players have become star players on American teams, because a good contract has persuasive powers — "Hands Across the Border" will be the title of the new picture which will be filmed in Technicolor.

Lady Oxford is none other than the famous Margot Asquith, famous for divers reasons; she is a brilliant personality all on her own, a witty writer, speaker, a tremendously active woman despite the full ripeness of her years. She was the wife of the late Lord Asquith, formerly Prime Minister of England; and she is the mother of several brilliant children, among which is The Hon. Anthony Asquith, director of "Moscow Nights" and other films.

Lady Oxford recently visited the Pinewood Studios, accompanied by C. M. Woolfe, Chairman of General Film Distributors, London. She saw one of the big scenes in Bernard Shaw's "Pygmalion", in which Leslie Howard is starring, and of which her son Anthony Asquith is a co-director. Close to 700 extras were employed for this scene.

You remember our editorial, "You Scratch My Back and I'll Scratch Yours"? A report in one of the London papers states that The Hon. Mr. Malcolm MacDonald, Dominions Secretary, in reply to Mr. Day, in the House of Commons, informed the honourable gentleman that the contents of the Films Bill were communicated to the Dominions, who were kept informed of the developments during the passage of the measure through Parliament.

We heard that the clause, excluding the Dominions from Renters' Quota, was a fast one, introduced two days before the Bill was passed in the Upper House, and which received two readings on the same day in the House of Commons, and passed before anyone in Canada became aware of the introduction and substitution of the "Dominions" clause.

Mr. MacDonald is quoted as having added, "IF THERE IS ANY WAY IN WHICH WE COULD HELP THE DOMINIONS TO BRING IN LEGISLATION ON THE LINES OF OUR OWN ACT, WE SHOULD NOT LOSE THE OPPORTUNITY.

With Mr. Murray Silverstone as Chairman, the Executive of the United Artists will include Arthur Kelly, Harry Miller, Mr. Schaefer, and Mr. Buckley. The Executive Committee is a newly created body.

While discussing United Artists, is it not significant that a major company can win an International Sales Drive in a territory where it has received only Independent play-dates?

The day will yet come when the Window Dressing policy known as first-runs in the expensively operated large theatres will belong to the horse-and-buggy age of Film Business.

The little theatre, just around the corner, beautifully and comfortably appointed, is so convenient for the patrons who can walk there from their homes, that theatres are multiplying by public demand all over the world where motion pictures are still the popular Entertainment.

July 4th is the date set by Mr. Justice Hawk, King's Bench Division for the case of John Maxwell vs. The Ostrers!

The plaintiff is Associated British Pictures Corporation. Sir Patrick Hastings, noted K.C. is for the defendants. The charge is of a serious nature, it alleges fraud.

Carl Laemmle States Only Chance For Complete Recovery Lies In "Buy American" Policy

Washington Film Digest

By GEORGE W. MEHRTENS

SENATOR NEELY PREDICTS BLOCK-BOOKING ACTION

Washington, D.C., May 9—(CTP)

DESPITE determined statements before the Upper House last week that he would press for action, and use every bit of influence at his command to push his measure through this session, little hope is given by close observers here that Senator M. M. Neely, sponsor of the controversial block-booking measure, will actually accomplish his wish at this session. Of course it is understood that if the bill goes through the Senate it may possibly be jammed through the House, but this action is believed highly improbable in view of the strong industry and, in many quarters, Capitol Hill opposition to the bill.

When the Senator's measure was "passed over" in the Upper House last week, having been objected to by several Senators of which Senator Vanderberg was one, Neely declared: "If this bill is further denied orderly consideration, it will be offered as an amendment to every measure which is progressing through the Senate and to which a point of order would afford no protection against a rider".

"I do not suggest reconsideration of the Senate's action," Neely told the Digest, "but now give notice that after next Monday (today) I shall utilize all available means to pass this important measure. A bill identical to the one in question was on the Senate Calendar in 1936. But its consideration was repeatedly prevented by a single objection. The passage of the bill which is now on the calendar has been unanimously recommended by the Committee on Interstate Commerce."

"Neely is pure bluff," declared Senator Rush Dew Holt, whose feud with his West Virginia colleague dates back to the days when they were battling in the State legislature.

The Martins and the Coys

"He simply wishes to get some record of the bill on the Senate floor," Holt continued. "Unfortunately I won't be in Washington when it comes up for a vote, but even if it should pass the Senate, I am told by one of the bills' sponsors, it will be stopped in its tracks in the House. Senator Neely is inspired only by his desire to gain publicity."

Worry! Worry! Worry!

In any event the pending block-booking bill has the Motion Picture Industry very much worried. Here is a natural bill which would make splendid publicity for a Senator or Congressman on the moral issue. The everyday public doesn't of course and couldn't be expected to understand the repercussion it would have within the Industry should it be passed. However, should this measure go through, it would not be the first time a "fluke" slipped through and caused more damage than could possibly be estimated in the beginning.

In town today and probably all this week will be Ed Kuykendall of the MPTOA. The Hays Office, while making no direct statements is understood to be watching more closely than ever. Abram F. Meyers, of Allied States Association is the only one who appears to be happy.

ALLIED GROUP DEFENDS STARS

THE Allied States Association of Motion Picture Exhibitors yesterday came to the defense of the motion picture stars.

Replying to criticism by the Independent Theatre Owner's Association, Inc. of New York, that salaries of many featured players were too high, the Allied States' Association declared in a statement to Canadian Moving Picture Digest:

"Independent exhibitors have suffered more at the hands of overpaid executives than at the hands of overpaid artists."

The statement declared the trouble was block-booking, under which exhibitors must take a certain number of specified pictures in order to obtain films they especially desire. The statement asked support of legislation designed to stop block-booking and blind selling of movies.

The Independent Theatre Owner's group mentioned Mae West, Edward Arnold, Greta Garbo, Joan Crawford and Katharine Hepburn as among those "whose dramatic ability is unquestioned but whose box office draw is nil". This group suggested revision of these player's contracts.

EXHIBITORS CHOOSE BEST PICTURES

"HURRICANE"

"Our picture of the month was 'HURRICANE'. Broke our house record, and that's why."

HARLAND RANKIN,
Manager, Plaza Theatre,
Tilbury, Ont.

"SNOW WHITE"

"Regarding my choice of the best picture of the month, I am afraid my opinion may not mean much as I am really very hard to please. However, I nominate 'SNOW WHITE', for while the exhibitor is paying high for this feature, it seems to be the means of dusting off seats that have not been in use for quite some time. Apparently Disney has hit on that 'something' a lagging public required to line them up once more."

A. C. (Cliff) NOBLE,
Manager, Simcoe Theatre,
Sutton West, Ont.

"THE AWFUL TRUTH"

"Best picture to play the Strand during April was 'THE AWFUL TRUTH'. Usual reasons."

MYER AXLER,
Manager, Strand Theatre,
Toronto, Ont.

"LOVE IS A HEADACHE"
"BAD MAN OF BRIMSTONE"

"'LOVE IS A HEADACHE' and 'BAD MAN OF BRIMSTONE' were our best bets. The general comment from the patrons was good. Box-office receipts satisfactory. Everybody satisfied with the combined pictures."

VERNE HUDSON,
Manager, Capitol Theatre,
Toronto, Ont.

"HURRICANE"

"I unhesitantly pick 'HURRICANE'. The picture contained mass appeal, and did very big business with us."

SAM ULSTER,
Manager, Embassy Theatre,
Toronto, Ont.

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EVERYTHING FOR THE THEATRE FROM SHEET TO STREET

Warner's Announce 60 Features For New Season